



CHARLESTON MEDIA SOLUTIONS

CHARLESTON, SC



CLICK · VISIT · CALL · SEARCH



CHARLESTON MEDIA SOLUTIONS

We give businesses the ability to merge on-air,
digital and on-site brand attribution for exclusive
access to **your ideal customers.**



WE ARE LOCAL MEDIA

WHY RADIO

AM/FM radio boasts the highest mass reach of all traditional media across all age groups – and all media in general.

Why personality endorsements work!

75%

OF LISTENING

Amount of time AM/FM radio accounts for on all ad-supported audio platforms

15%

GROWTH

How much radio streaming has grown now that people are at home more

564

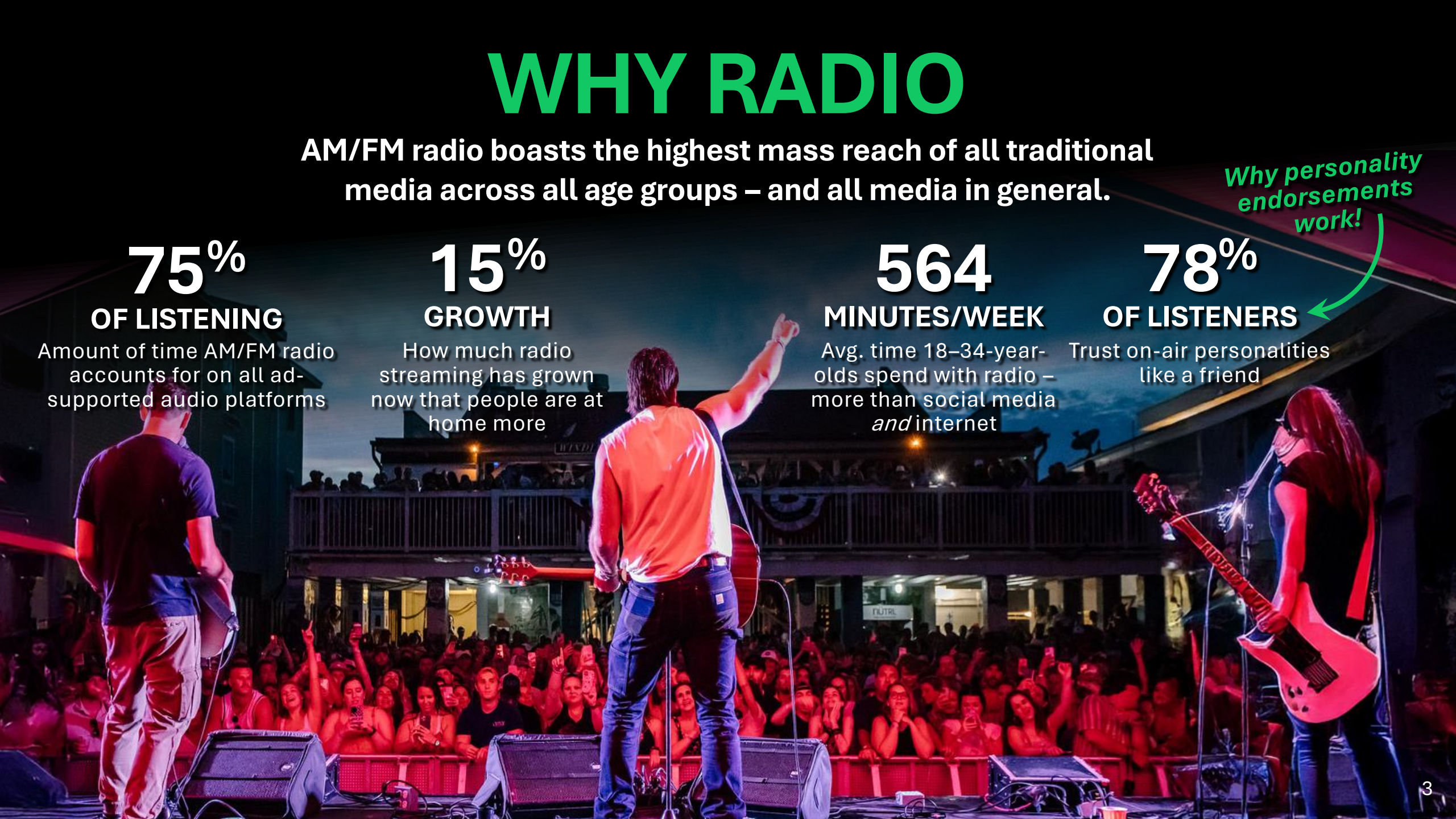
MINUTES/WEEK

Avg. time 18–34-year-olds spend with radio – more than social media *and* internet

78%

OF LISTENERS

Trust on-air personalities like a friend





MEDIA PRODUCTS OVERVIEW

A cohesive online marketing strategy can drive qualified visitors to your site and convert those visitors into leads and sales. When coordinated with a radio campaign, digital marketing works hand-in-hand to introduce your brand to first-time customers, hold your share of the market with existing ones and drive customers down the sales funnel to point of purchase. Here are the digital products we offer.



Standard Commercials

Commercial length to tell your brand story include :15s, :30s, and :60 seconds.



Fixed Position Sponsorships

On-air sponsorships allow you to “own” a daypart on your favorite CMS station!



Weekend Advertising

Maximize your brand budget with long-term branding on the weekends of your favorite CMS station. A weekend campaign is a low-cost way to start branding your business.



Signature Events

CMS is “Live and Local” and on the frontlines of community events! Tie into the DNA of your station with Signature Events!



Station Streaming

Bypassing cable and broadcasting, connect to your targeted streaming audience via their mobile device, smart speaker, or computer.



Station Website Sponsorships

The most loyal station listeners also engage with the station’s website. Make your brand easily findable there.










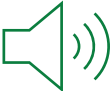

Station Streaming Sponsor

Premium integration for your brand through an on-air and online program designed to get listeners to listen to the station on their favorite smart speaker.

DIGITAL PRODUCTS OVERVIEW



A cohesive online marketing strategy can drive qualified visitors to your site and convert those visitors into leads and sales. When coordinated with a radio campaign, digital marketing works hand-in-hand to introduce your brand to first-time customers, hold your share of the market with existing ones and drive customers down the sales funnel to point of purchase. Here are the digital products we offer.

 Pay Per Click (PPC)	 SEO Marketing	 Website Development	 Display Advertising	 Video Advertising	 Live Chat Services	 Social Marketing	 Audio	 Email Marketing
<p>A quick and cost-effective way to bring qualified leads and potential customers to your site via the 1st page of Google.</p>	<p>An all-encompassing approach to optimizing web presence for organic search and making it easier for Google and the customer to find your brand.</p>	<p>Responsive website design that incorporates style and functionality including e-commerce capabilities.</p>	<p>Use targeted and creative display ads to increase brand awareness and messaging through via likes Geofencing, Site Retargeting, Weather Trigger and more.</p>	<p>Bypassing cable and broadcasting, connect to your targeted streaming audience with video served PreRoll, YouTube, OTT/CTV or Hulu.</p>	<p>Improving the support experience for your customers and increase lead acquisition.</p>	<p>Develop relationships and engage your targeted audience with tailored social marketing campaigns across platforms like Facebook, Instagram, Pinterest and LinkedIn.</p>	<p>Catch your target audience wherever they're listening with services like Pandora, TuneIn, Soundcloud, Spotify and more.</p>	<p>Hyper-target your audience and increase brand loyalty by quickly delivering your message.</p>



YOUR HOT AC RADIO STATION PLAYING CHARLESTON'S BEST MIX.

Not your parents' station, not your kid's station - your station. We're home to "2 Girls & a Guy" and today's most popular songs from the biggest artists: The Weeknd, Maroon 5, Harry Styles, Katy Perry, Justin Bieber, Ariana Grande, Lady Gaga and more.

CALL LETTERS	WMXZ-FM
FORMAT	Hot AC
DIAL POSITION	95.9
BRAND	Mix 95.9
SLOGAN	Charleston's Hit Music Station
DEMO	Adults 25-54 Women 25-54
WEBSITE	mix959.com

AWARDS – BEST/WINNER LOCAL RADIO

 2021 PERSONALITY: Brooke Ryan SHOW: 2 Girls & a Guy TALK SHOW HOST: Brooke Ryan	 2022 PERSONALITY: Brooke Ryan STATION: Mix 95.9
2020 PERSONALITY: Brooke Ryan SHOW: 2 Girls & a Guy TALK SHOW HOST: Brooke Ryan	2021 PERSONALITY: Brooke Ryan STATION: Mix 95.9
2020 PERSONALITY: Brooke Ryan STATION: Mix 95.9 (2 nd)	2020 PERSONALITY: Brooke Ryan SHOW: 2 Girls & a Guy (Finalist)

PLAYLIST

- Ed Sheeran
- Dua Lipa
- Harry Styles
- Justin Bieber
- Lizzo
- Olivia Rodrigo

EVENTS

- Must-Haves Show
- Charleston Pride
- Wine Under the Oaks
- First Festival

TANYA BROWN
M-F 6A-10A

BROOKE RYAN
M-F 6A-10A
SAT 3P-7P

JAY SHADIX
M-F 6A-10A
SAT 10A-2P

JOE ROSATI
M-F 2P-7P

ELLISON
M-F 10A-2P
SAT 7P-12MID

PARTY MARTY
M-F 7P-12M | SUN 12N-8P

SOCIAL HANDLES

IG: [@mix959live](https://www.instagram.com/mix959live)

FB: [@mix959](https://www.facebook.com/mix959)

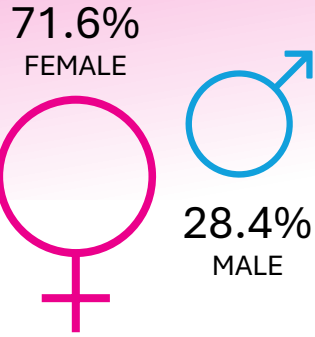


ON-AIR

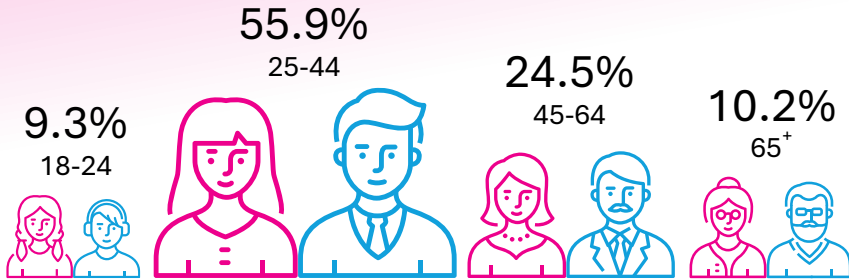
DIGITAL

AUDIENCE

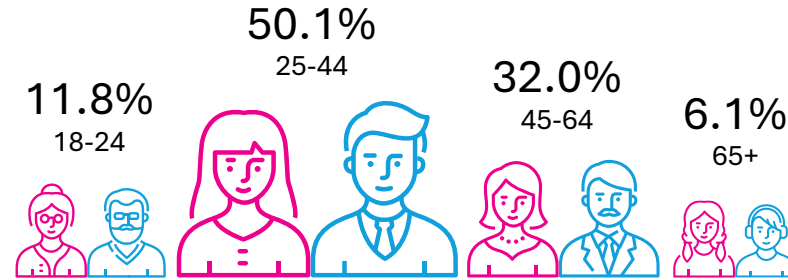
GENDER



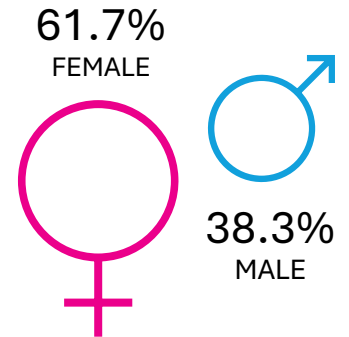
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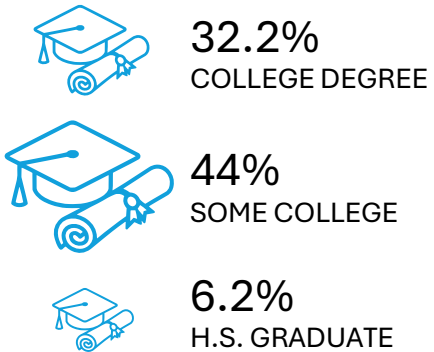
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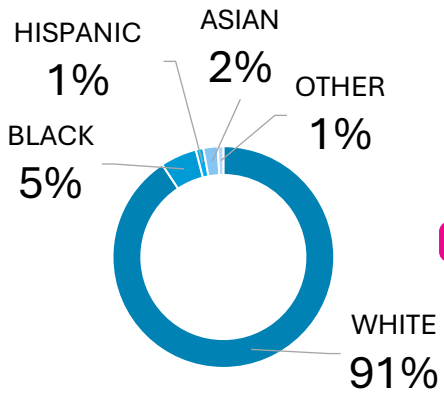
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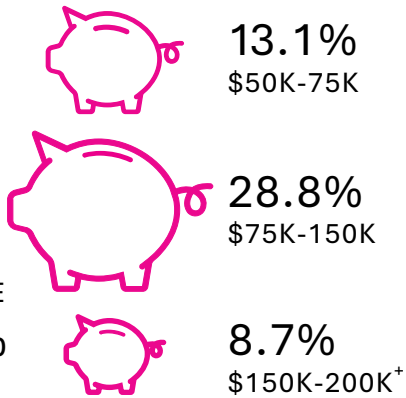
EDUCATION



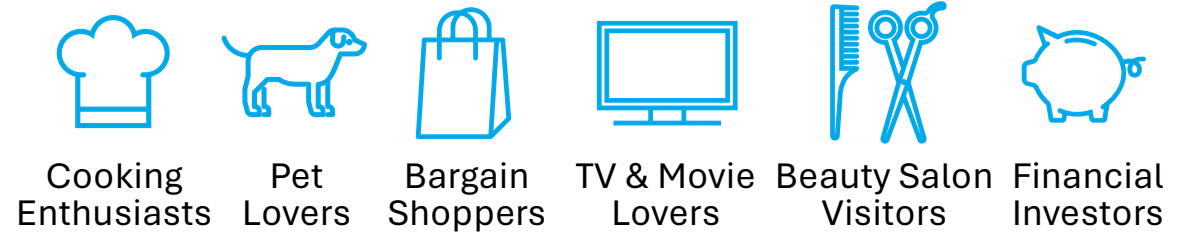
ETHNICITY



INCOME



WHO THEY ARE



WHAT THEY'RE LOOKING FOR



+90% plan to buy a home within next 2 years
+239% more likely to have visited Monster.com
+118% more likely to buy new furniture in the next year

+223% more likely to have purchased jewelry (in-store or online) in the past 4 weeks

+22% more likely to be affluent full-nesters (\$75k+/year with kids at home)

+109% more likely to be a frequent restaurant diner



TJ & JESSICA
in the MORNING

HUNTER
AND CUSH

PLAYING ALL OF TODAY'S NEW COUNTRY FOR THE LOWCOUNTRY.

Luke Combs, Chris Stapleton, Zach Bryan and Parker McCollum to Kickin' Classics from Blake Shelton, Carrie Underwood, Luke Bryan and Kenny Chesney. We are the Lowcountry's #1 choice for new Country. From heritage morning show TJ & Jessica, Middays with Brian Cleary to afternoon antics with Hunter & Cush, 100% of our on-air staff live, work (and unfortunately drive) here. In Hanahan, Johns Island, West Ashley, Mt. Pleasant and everywhere between, we are the Lowcountry. No corporate playlists. Always live. Always local.

CALL LETTERS	WCKN-FM
FORMAT	Country
DIAL POSITION	92.5
BRAND	92.5 Kickin' Country
SLOGAN	You Live It. We Play It.
DEMO	Adults 25-54 Women 25-54
WEBSITE	925kickincountry.com

AWARDS



One of Charleston City Paper's Best Local Radio Stations



CRS 2020 Small Market Country Radio Station

PLAYLIST

Luke Combs
Chris Stapleton
Zach Bryan
Parker
McCollum
Thomas Rhett
Eric Church

EVENTS

Wine Under the Oaks
First Festival
9/11 Heroes Run
Nashville Hot Live on D.I.

SOCIAL HANDLES

Instagram [@925kickincountry](https://www.instagram.com/925kickincountry)
Facebook [@925kickincountry](https://www.facebook.com/925kickincountry)

TJ & JESSICA
M-F 5A-10A

BRIAN CLEARY
M-F 10A-3P

HUNTER & CUSH
M-F 3P-7P

TUG COWART
M-F 7P-12M

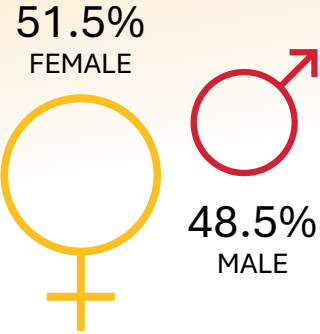


ON-AIR

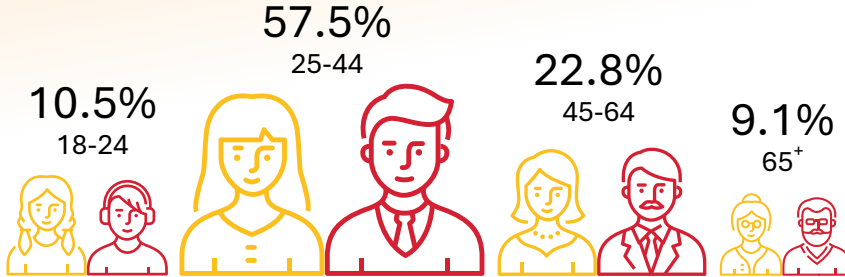
DIGITAL

AUDIENCE

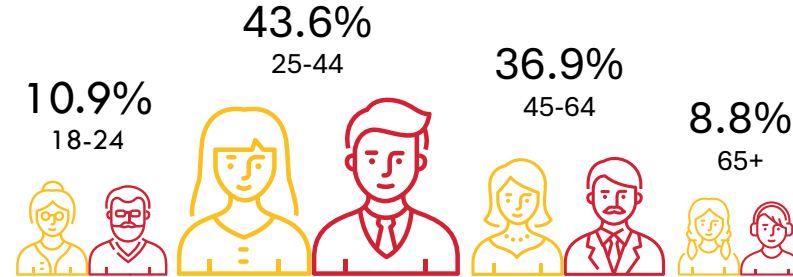
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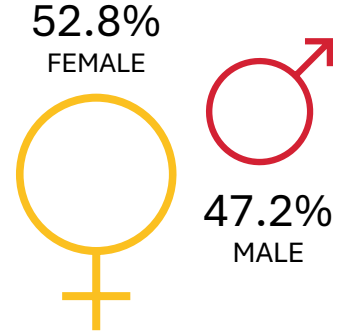
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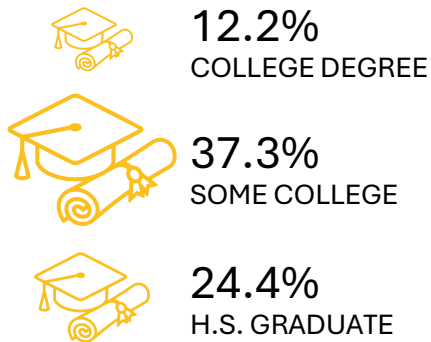
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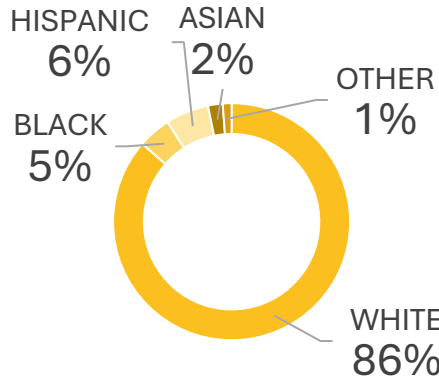
GENDER



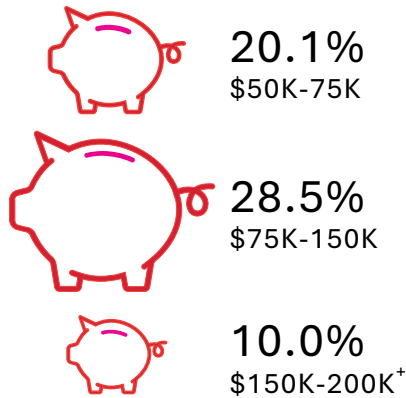
EDUCATION



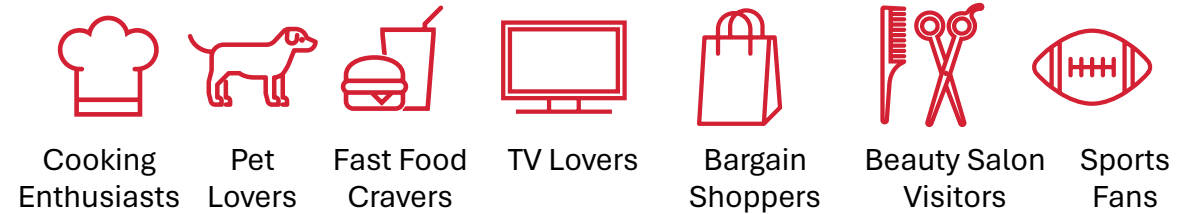
ETHNICITY



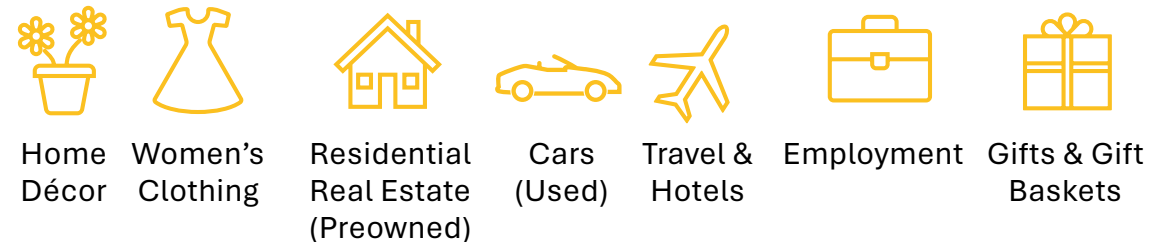
INCOME



WHO THEY ARE



WHAT THEY'RE LOOKING FOR



+23% more likely to be affluent full-nesters (\$75k+/year with kids at home)

+28% did a landscaping home improvement project in past year

+45% employed full-time, not working from home

+67% did a painting or wallpapering home improvement project in past year

+37% spend \$100+ at the supermarket every week

+25% own some domestic car make



Savannah
AND Friends

STAR 99.7 /SCHARLESTON!

We have the best mix of today's R&B and soulful classics. Local celebrity talent Savannah J & Friends cohost with the Steve Harvey Morning Show, entertaining the Lowcountry every morning. The rest of the day has superstar Geno Jones in the middays, the D-Nyce Experience driving you home in the afternoon and the Lowcountry's nighttime wind-down with legendary talent Belinda Parker. Tune in to see why Star 99.7 is the most popular station in Charleston, and truly is "The People's Station."

CALL LETTERS	WXST-FM
FORMAT	Urban AC
DIAL POSITION	99.7
BRAND	Star 99.7
SLOGAN	The People's Station
DEMO	Adults 25-64 Women 25-64
WEBSITE	star997.com

AWARDS



Inductee:
Stephen Crumbley
Promo of the Year:
Large Market Radio

Inaugural Award for the Media
2021: Savannah Johnson
Black Women in Radio Inaugural
30: Belinda Parker

PLAYLIST

Mary J. Blige
Bruno Mars
Kem

EVENTS

Black Expo South
Wine Under the Oaks
First Festival
Black Party

SAVANNAH J
M-F 6A-10A
STEVEN ST. JAMES
M-F 6A-10A
GENO JONES
M-F 10A-12P & 1P-3P
DJ H. VIDAL
M-F 12P-1P
JAZZY J
SUN 11A-3P
DJ D-NYCE
M-F 3P-7P
BELINDA PARKER
M-T 7P-10P
SAT 3P-7P
DJ ISH
SAT 8P-12MID
THE CHEF
SUN 6:30A-11A

SOCIAL HANDLES

IG: [@star997fm](https://www.instagram.com/star997fm)
FB: [@star997radio](https://www.facebook.com/star997radio)



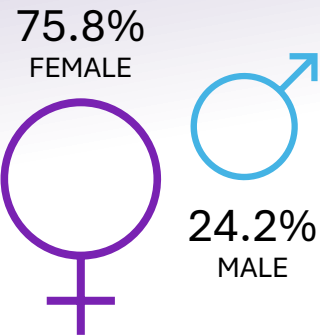
ON-AIR



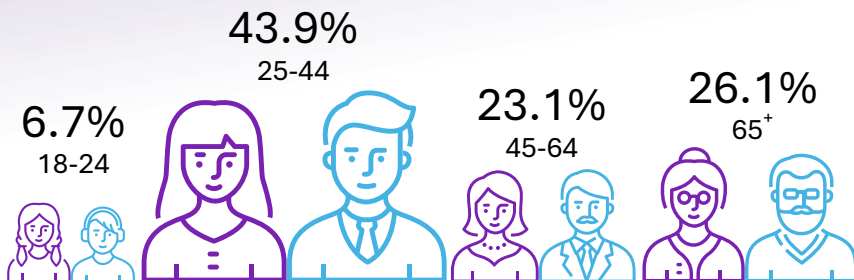
DIGITAL

AUDIENCE

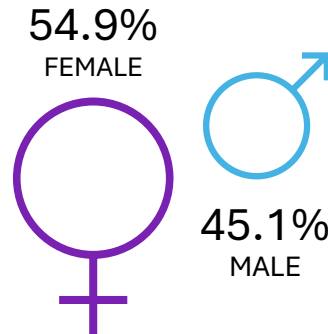
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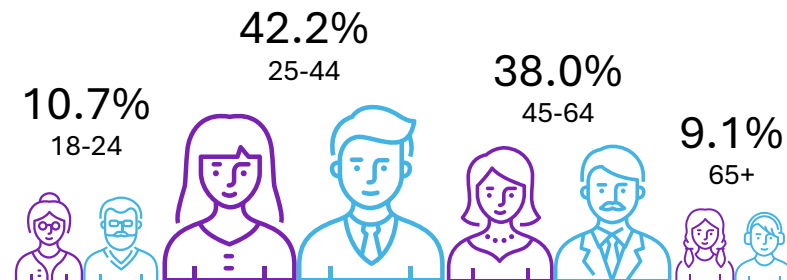
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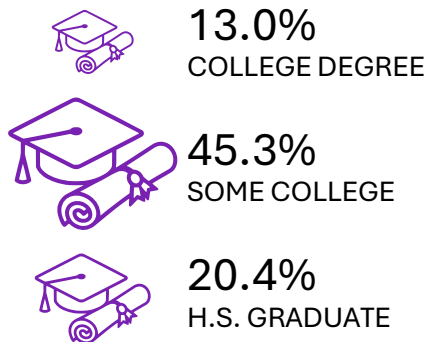
GENDER



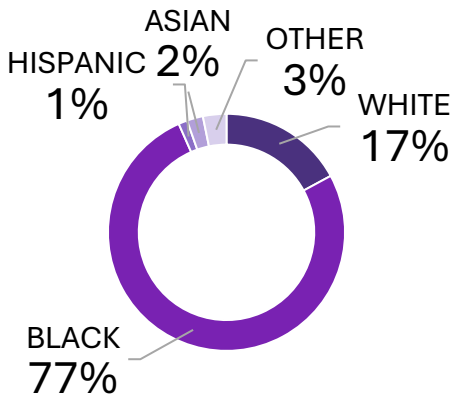
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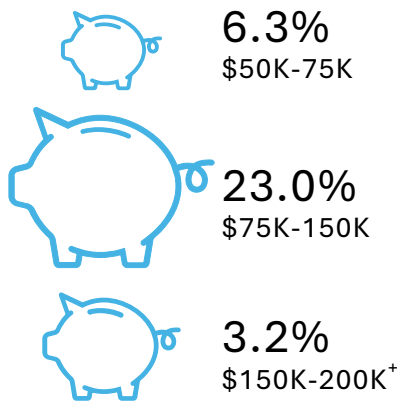
EDUCATION



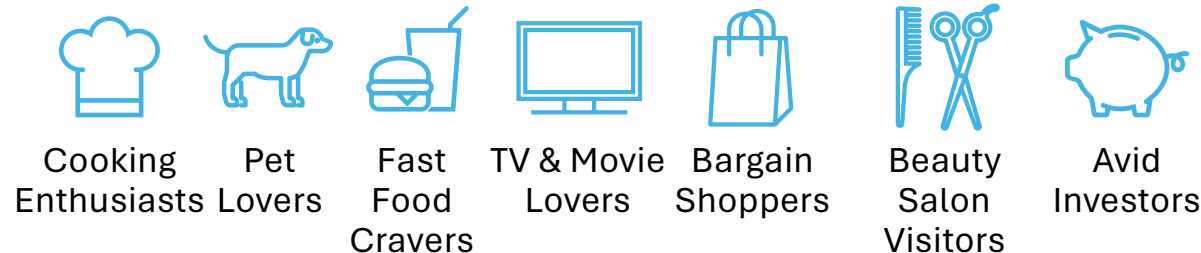
ETHNICITY



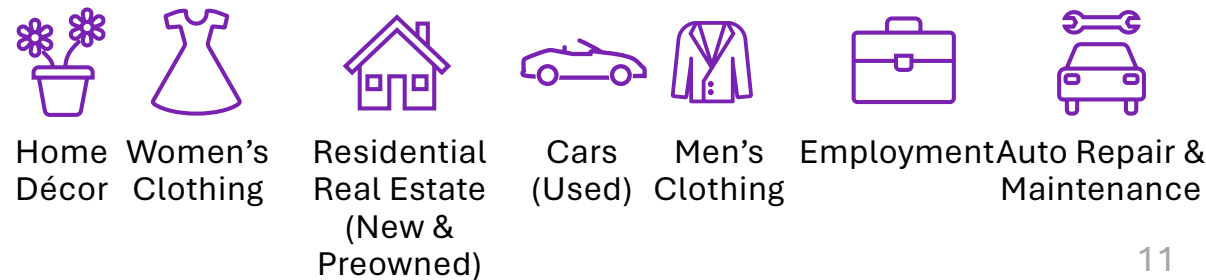
INCOME



WHO THEY ARE



WHAT THEY'RE LOOKING FOR



+27%

have purchased auto parts in-store in the past 4 weeks

+35%

more likely to have visited Indeed.com in the past month

+102%

have bought jewelry in-store or online in the past 4 weeks

+69%

plan to buy a personal computer or related equipment in the next year

+137%

have bought women's clothing in-store in the past 4 weeks

+44%

plan to buy new furniture within the next year



101.7 CHUCK FM “PLAYS EVERYTHING.”

That means Rock, Pop, R&B, Alternative, Disco, Country, Hair Metal, Dance, Rap... from the 60s, 70s, 80s, 90s, 00s and 10s. *Everything!* Not the same songs over and over. In fact, Chuck plays more *different* songs than any other station in Charleston.

SOCIAL HANDLE

Facebook
[@1017chuckfm](https://www.facebook.com/1017chuckfm)

CALL LETTERS	WAVF-FM
FORMAT	Adult Hits
DIAL POSITION	101.7
BRAND	101.7 Chuck FM
SLOGAN	We Play Everything!
DEMO	Adults 25-54 Men 25-54
WEBSITE	1017chuckfm.com

PLAYLIST

Eagles
 Michael Jackson
 Bon Jovi
 Hootie & the Blowfish
 Maroon 5
 Madonna

EVENTS

Wine Under the Oaks
 First Festival
 9/11 Heroes Run

CHUCK'S FRIEND
CUSH
PROGRAM DIRECTOR



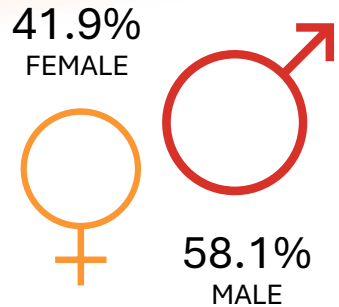
ON-AIR



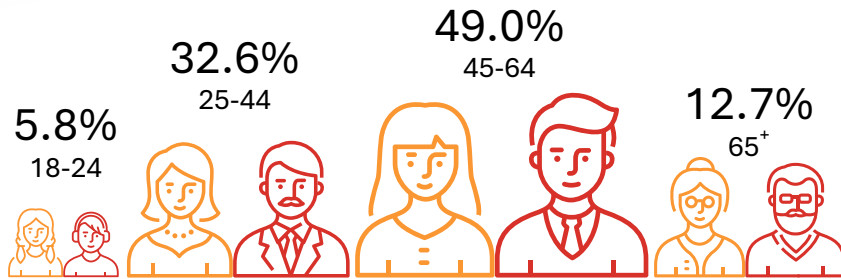
DIGITAL

AUDIENCE

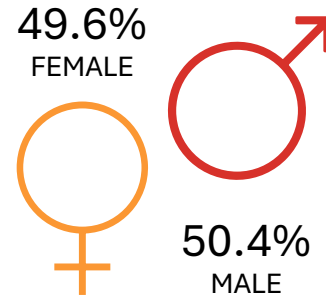
GENDER



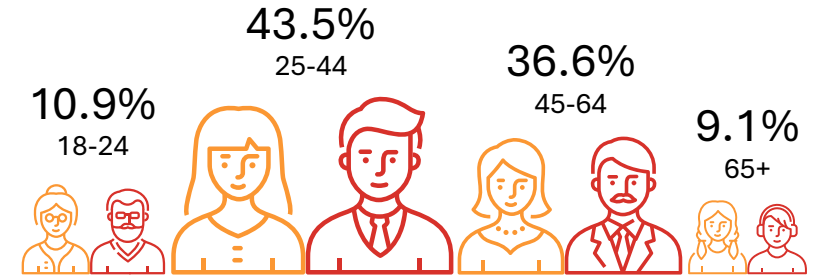
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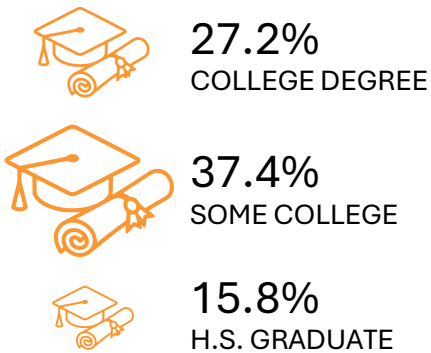
GENDER



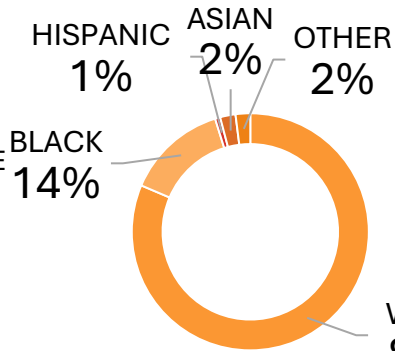
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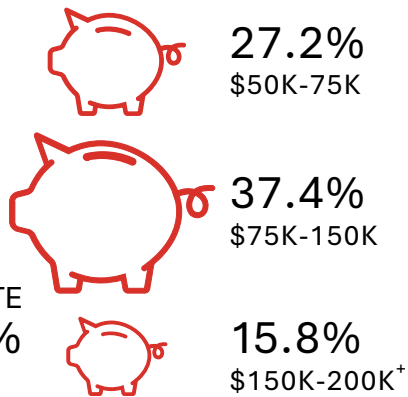
EDUCATION



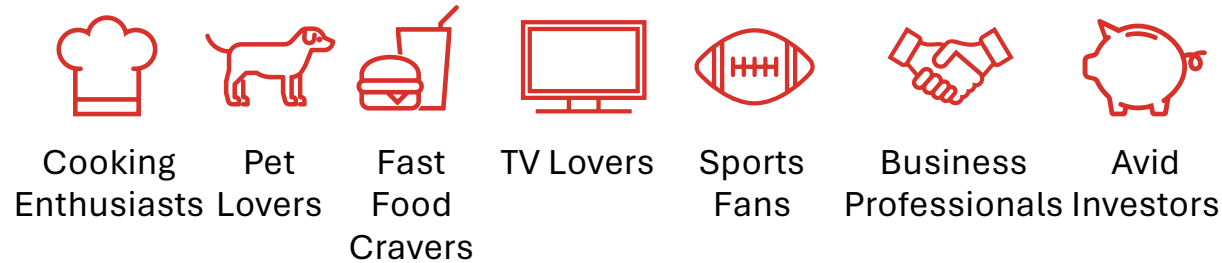
ETHNICITY



INCOME



WHO THEY ARE



WHAT THEY'RE LOOKING FOR



+29%

1/more members of the household is military

+30%

likely to spend \$250+ at the supermarket each week

+43%

has done a plumbing home improvement project in the past year

+71%

has replaced/ repaired their home roof in the past year

+42%

have visited a general practitioner/ internist in the past year

+60%

have a car loan



99.3 THE BOX IS CHARLESTON'S PARTY STATION.

We're getting the Lowcountry turned up with the hottest artists in the format like Drake, Kendrick Lamar, Cardi B, Bruno Mars and the Weeknd. We've got your weekday mornings started off right with DeDe in the Morning, and your middays turned up loud with live, local and nationally-known talent DJ Tantrum.

CALL LETTERS	WXST-HD2
FORMAT	Hip Hop
DIAL POSITION	99.3
BRAND	99.3 The Box
SLOGAN	The Party Station
DEMO	Adults 18-34 Adults 18-49
WEBSITE	993thebox.com

AWARDS



DigiWaxx Top Breakers Award:
DJ Tantrum

PLAYLIST

Drake
Kendrick Lamar
Cardi B

EVENTS

Black Expo South
Wine Under the Oaks
First Festival
9/11 Heroes Run

DEDE McGUIRE
M-F 5A-10A | SAT 6A-9A

DJ TANTRUM
M-F 2P-6P

DJ LUIGI
THURS & SAT 3P-3:25P

DREA
M-S 6P-10P

SOCIAL HANDLES

Instagram
[@993theboxcharleston](https://www.instagram.com/993theboxcharleston)

Facebook
[@993theboxcharleston](https://www.facebook.com/993theboxcharleston)



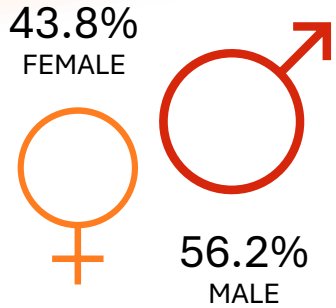


ON-AIR

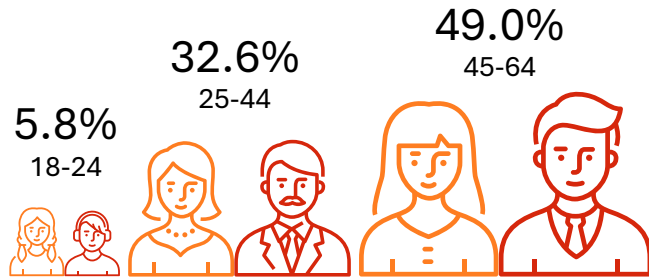
DIGITAL

AUDIENCE

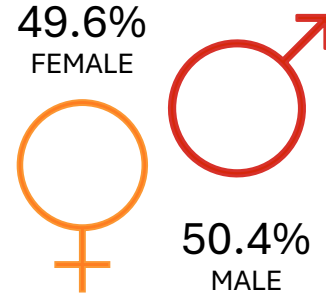
GENDER



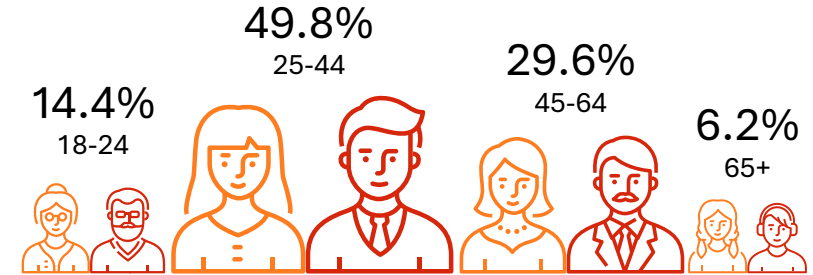
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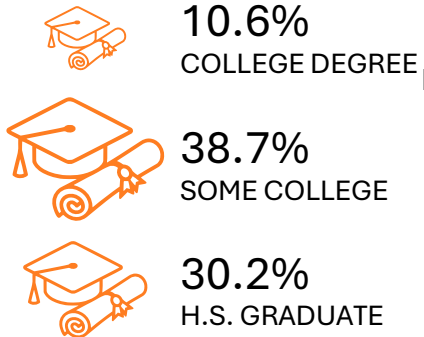
GENDER



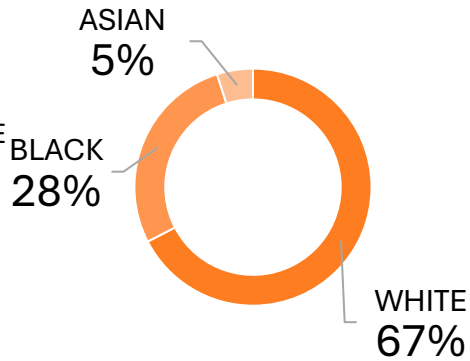
AGE



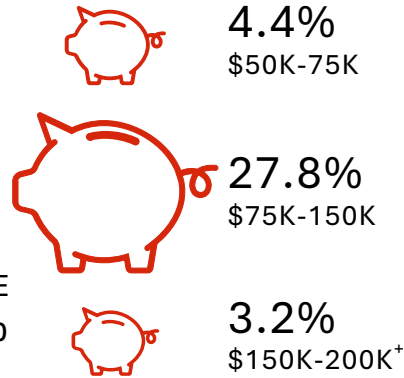
EDUCATION



ETHNICITY



INCOME



WHO THEY ARE



WHAT THEY'RE LOOKING FOR



+90% plan to buy a home within 2 years

+249% bought men's clothing in the past 4 weeks

+223% more likely to have purchased jewelry (in store or online) in past 4 weeks

+158% plan to buy a mattress or bed within the next year

+363% visited ZipRecruiter.com in past 4 weeks

+118% plan to buy new furniture within the next year



THE HOLY CITY'S CHOICE FOR GOSPEL MUSIC.

The "Heaven Squad," led by Lowcountry community icon The Chef, inspires listeners to build a better community with local, faith-centered programming. Start your mornings off with The Chef, then laugh and sing along to Charleston's best and most influential gospel radio station.

SOCIAL HANDLES

Instagram
[@heavenfm1001](https://www.instagram.com/heavenfm1001)
 Facebook
[@heaven1390](https://www.facebook.com/heaven1390)

CALL LETTERS	WSPO-AM
FORMAT	Gospel
DIAL POSITION	1390 AM 100.1 FM
BRAND	Heaven 1390/100.1
SLOGAN	The Holy City Station
DEMO	Adults 35-64 Women 25-54
WEBSITE	heavenradiofm.com

AWARDS



2022 Avidity Awards Radio Announcer of the Year: Edwin "The Chef" Wright



Bill H-4739 Awardee for Public Service & Contribution to Local Radio: Edwin "The Chef" Wright



2023 Independent Gospel Music Hall of Fame Inductee: Edwin "The Chef" Wright

THE CHEF
 M-F 6A-10A
 SUN 6:30A-11A

L.J.
 MON-FRI 10A-3P

DJ DEX
 SAT & SUN 8P-12MID



PLAYLIST

Minister Jarrell Smalls & Co.
 Duranice Pace
 Deitrick Haddon
 James Pinckney & the Voices of Faith
 Zacardi Cortez

EVENTS

Heaven on the Rooftop
 Heaven Inspiration Nights at the Fair

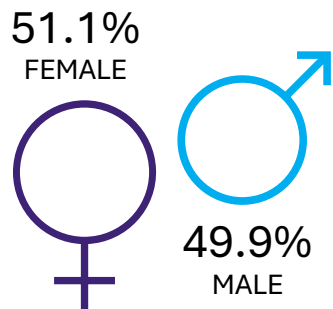
ON-AIR



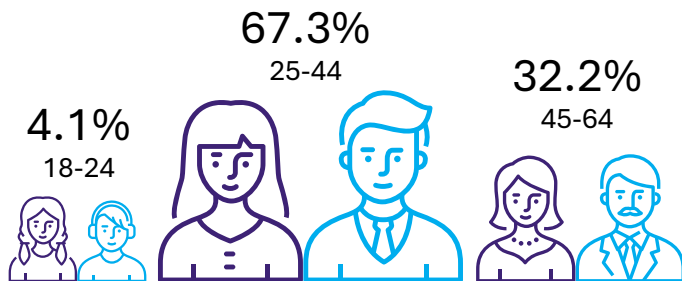
DIGITAL

AUDIENCE

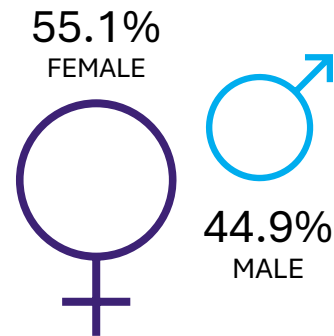
GENDER



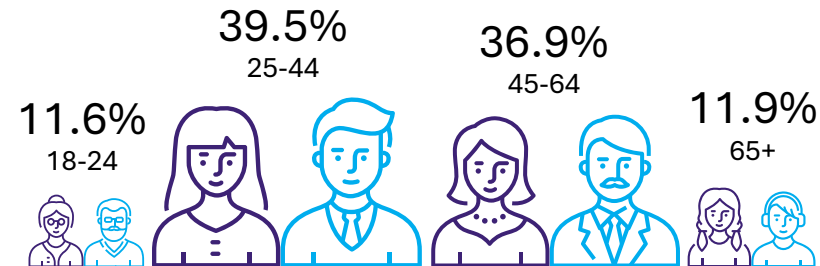
AGE



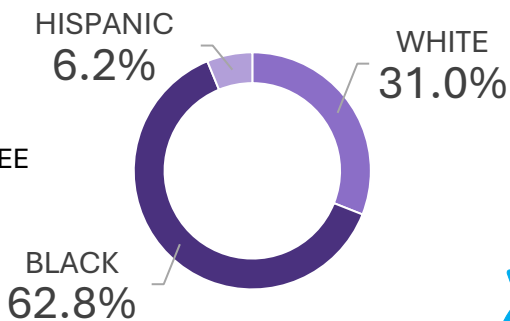
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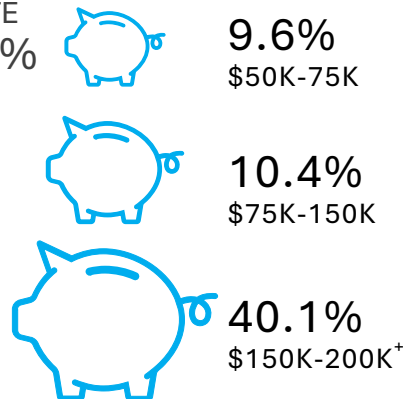
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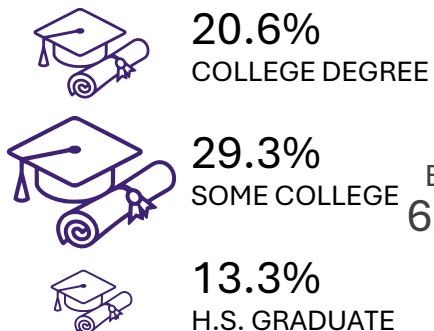
ETHNICITY



INCOME



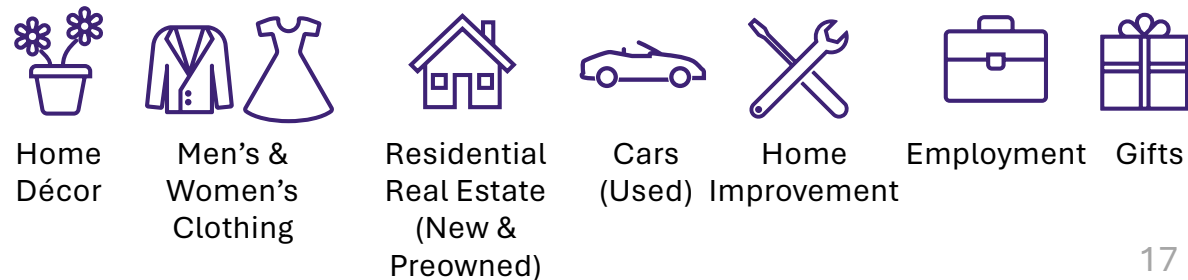
EDUCATION



WHO THEY ARE



WHAT THEY'RE LOOKING FOR



+181% have a home equity loan
+289% will pay \$30k+ for their next vehicle

+326% has an annual household income of \$150k+

+215% spent between \$500-\$4,999 on carpeting/floor covering

+201% owns a home valued at \$400k+

+893% are currently leasing a vehicle



ONLINE DISTRIBUTION CHANNELS

We can amplify client messaging through our on-air and online distribution channels. Brands have unique opportunities for one-to-one messaging utilizing the station streaming platforms, placement in emails to our engaged subscriber database and title sponsorship of multiple podcasts.



Avg. Monthly Streaming Sessions	26,200	109,400	29,000	26,600	5,900	6,400
Avg. Weekly Listening (Minutes)	50	200	100	130	10	10
Avg. Monthly Site Sessions	10,000	18,800	12,800	11,600	2,600	3,300
Avg. Monthly Site Users	2,100	3,600	3,000	2,000	500	600
Emails in Database	8,500	4,400	8,200	4,500	1,300	400
On-Demand Audio Plays	464,000 2GG		36,200 TJ & Jessica			2,600 Pastors Network
			41,000 Hunter & Cush			